

## **NCI Exhibit Booth FAQs**

### **NCI Exhibit Program Office of Communications Services Office of Communications and Education**

The NCI Exhibit serves as one of NCI's most visible means to provide accessible, trustworthy, and credible cancer information to its vast audiences. Staffing a booth and kiosk can be fun, as well as rewarding, and provided that you plan ahead it can be a very positive experience for you and your audiences. This document details information that can assist you in planning for an exhibit. If you have additional questions or need more information, please contact: Susan Winer at 301-496-2131 or Christine Stanfill at 301-451-3456.

#### **1. What do I wear in the NCI exhibit booth?**

Wear color designated shirts as detailed on the meeting schedule that will be sent out 2 weeks prior to the meeting; wear comfortable shoes (no sneakers or flip flops permitted); and solid color slacks/skirts. Keep in mind that there is limited space in the exhibit booth to store coats, brief cases, and bulky items.

#### **2. How long and what hours will I work in the NCI exhibit booth?**

Working the booth can be physically demanding so you should plan for at least one staff person for 1 – 4 hours at a time. Your kiosk should be staffed for the hours that the NCI exhibit booth is open. Each office will submit a staffing schedule, including names and requested times, to the NCI Exhibit contact person at least 3 weeks before the meeting. Prior to the meeting, a final schedule will be sent to each exhibit booth participant. Please bring your schedule to the meeting and refer to it to ensure booth coverage. Arrive for your shift 10 minutes early and check in with the designated NCI Exhibit Program staff in charge of the meeting.

#### **3. What information will I need to get into the exhibit area?**

Exhibitor badges will be reserved in your name at the Exhibitor Registration Desk. These badges must be worn at all times to gain entry into the Exhibit Hall. If you lose your badge, please contact the NCI Exhibit Program staff for a replacement.

#### **4. What are my duties in the exhibit booth?**

Your duties include: answering questions, using the publications scanning device to order publications when asked, and restocking shelves (for booth staff only). If you are working the first shift of each day, you will also need to turn on all of the computers and video equipment.

**5. What should I do if I am asked a question that I cannot answer?**

Please keep in mind—excellent customer service is paramount. If you are approached in the booth and asked a question that you cannot answer, please make sure that the attendee is referred to one of the designated NCI Exhibit Program staff. If you are not able to find an appropriate NCI staff member, refer the individual to the cancer.gov website.

**6. Who do I contact if I'm running late or cannot work my designated time?**

Please contact the designated NCI Exhibit Program staff listed on your meeting schedule. When staffing a program kiosk, if at all possible, contact one of your co-kiosk staff to try to switch times with them. A staffing schedule will also be available in the exhibit booth.

**7. Can I sit in the exhibit booth?**

Chairs are available, but you make the best impression when you stand and reach out to attendees. All kiosks must be staffed at all times.

**8. What do I do at the end of each day in the exhibit booth?**

At the end of each day, the Exhibit Program staff is responsible for shutting down all computers, video equipment, and restocking all shelves with publication materials. Fill all containers with promotional items. If provided, all "Meet the Expert" signage should be displayed for the following day. Do a quick tour of the exhibit to make sure that everything is neat and tidy for the next day. On the final day of the meeting, the NCI Exhibit Program staff will coordinate the exhibit break down.

**9. What do I do if all promotional items are gone before the end of the day?**

Promotional items are allocated for each day of the exhibit and when they are gone, please remove the containers and store in the designated area.

**10. Are meeting attendees able to use the NCI computers to check their email or visit the internet?**

NO. The NCI computers are used to support the NCI Program staff at the conference.